Rep Order# 6862763 **Ver**# 1 **Status** New **Traffic Order**# 6862763 **EC'd** Yes

Printed: 10/11/2012 8:09 AM
Last Received: 10/11/2012 7:13 AM

Showing Buylines: All Lines

Station KTNV-TV LAS VEGAS, NV

Advertiser () .OBAMA FOR AMERICA

Product BARACK OBAMA

Estimate# 1537

Buyer MAURA GILROY

Phone# Fax# Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 95/101/1537

Flight Dates 10/16/2012 - 10/22/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY

1 of 7

Salesperson Phone# 215-567-6005 **Salesperson FAX**# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: OBAMA FOR AMERICA SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT TOTAL 77,075 PLS CONFIRM ASAP THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F Buyli	5A-6A ne Comment		:30	\$150.00	10/16-10/19	4	1	4	\$600.00	
	2	M Buyli	5A-6A ne Comment	: 5A NEWS	:30	\$150.00	10/22-10/22	1	1	1	\$150.00	
	3	SA Buyli	5A-6A ne Comment	: 5A NEWS	:30	\$200.00	10/20-10/20	1	1	1	\$200.00	
	4	SU Buyli	5A-6A ne Comment	: 5A NEWS	:30	\$200.00	10/21-10/21	1	1	1	\$200.00	
	5	TU-F Buyli:	6A-7A ne Comment	: 6A NEWS	:30	\$400.00	10/16-10/19	4	1	4	\$1,600.00	
	6	M Buyli	6A-7A ne Comment	: 6A NEWS	:30	\$400.00	10/22-10/22	1	1	1	\$400.00	
	7	TU-F Buyli:	7A-9A ne Comment	: GOOD MRN AMERICA	:30	\$400.00	10/16-10/19	8	1	8	\$3,200.00	
	8	M Buyli	7A-9A ne Comment	: GOOD MRN AMERICA	:30	\$400.00	10/22-10/22	2	1	2	\$800.00	

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Showing Buylines: All Lines

Station KTNV-TV LAS VEGAS, NV Advertiser ().OBAMA FOR AMERICA Product BARACK OBAMA Estimate# 1537 Buyer MAURA GILROY Phone# Fax#		WASI	3050 K ST NW WASHINGTON, DC 20007 Agency C/P1/P2/E 95/101/1537					Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY				
		MAURA GILROY	Flight Dates Hiatus Weeks	Flight Dates 10/16/2012 - 10/22/2012 Hiatus Weeks			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938			
LT	Ln	Day Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	9	SA 6A-7 <i>E</i> Buyline Comm			:30	\$250.00	10/20-10/20	1	1	1	\$250.00	
	10	SA 7A-8 <i>F</i> Buyline Comm	nent: SATURDAY G.M.A.		:30	\$750.00	10/20-10/20	1	1	1	\$750.00	
	11	SA 8A-9 <i>F</i> Buyline Comm	nent: SAT 8A NEWS		:30	\$275.00	10/20-10/20	1	1	1	\$275.00	
	12	SU 6A-7F Buyline Comm	nent: SUN 6A NEWS		:30	\$250.00	10/21-10/21	1	1	1	\$250.00	
	13	SU 7A-8 <i>F</i> Buyline Comm	nent: SUNDAY G.M.A.		:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
	14	SU 8A-9 <i>F</i> Buyline Comm	nent: SUN 8A NEWS		:30	\$275.00	10/21-10/21	1	1	1	\$275.00	
	15	SU 10A-1 Buyline Comm	.1A ment: THIS WEEK		:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
	16	TU-F 9A-10 Buyline Comm	NA nent: THE MORNING BLEND		:30	\$225.00	10/16-10/19	4	1	4	\$900.00	
	17	M 9A-10 Buyline Comm	NA nent: THE MORNING BLEND		:30	\$225.00	10/22-10/22	1	1	1	\$225.00	
	18	TU-F 10A-1 Buyline Comm	.1A ment: THE VIEW		:30	\$550.00	10/16-10/19	4	1	4	\$2,200.00	
	19	M 10A-1 Buyline Comm	.1A nent: THE VIEW		:30	\$550.00	10/22-10/22	1	1	1	\$550.00	

Rep Order# EC'd Yes Printed: 10/ Last Received: 10/ Showing Buylines: All Lines Traffic Order# 6862763 10/11/2012 8:09 AM 10/11/2012 7:13 AM 6862763 Ver# 1 Status New

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Station KTNV-TV LAS VEGAS, NV Advertiser ().OBAMA FOR AMERICA Product BARACK OBAMA Estimate# 1537			3050 F WASF	Agency () GMMB 3050 K ST NW WASHINGTON, DC 20007 Agency C/P1/P2/E 95/101/1537					Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY					
Buyer Phone# Fax#	MAURA GILROY	Flight Dates Hiatus Weeks	Flight Dates 10/16/2012 - 10/22/2012				Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938					
LT Ln	Day Ti	me Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart			
20	TU-F 11	A-12P comment: MIDDAY NEWS		:30	\$300.00	10/16-10/19	4	1	4	\$1,200.00				
21		A-12P Comment: MIDDAY NEWS		:30	\$300.00	10/22-10/22	1	1	1	\$300.00				
22		P-1P Comment: THE CHEW		:30	\$600.00	10/16-10/19	4	1	4	\$2,400.00				
23		P-1P Comment: THE CHEW		:30	\$600.00	10/22-10/22	1	1	1	\$600.00				
24		0P-4P Comment: NEWS		:30	\$250.00	10/16-10/19	4	1	4	\$1,000.00				
25		0P-4P Comment: NEWS		:30	\$250.00	10/22-10/22	1	1	1	\$250.00				
26		-5P Comment: JUDGE JUDY		:30	\$350.00	10/16-10/19	4	1	4	\$1,400.00				
27		-5P Comment: JUDGE JUDY		:30	\$350.00	10/22-10/22	1	1	1	\$350.00				
28		-530P Comment: 5P NEWS		:30	\$600.00	10/16-10/19	4	1	4	\$2,400.00				
29		-530P Comment: 5P NEWS		:30	\$600.00	10/22-10/22	1	1	1	\$600.00				
30		-7P Comment: 6P NEWS		:30	\$850.00	10/16-10/19	4	1	4	\$3,400.00				

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Advertiser Product Estimate#	BARACK OBAMA 1537	Agency () 3050 K WASHI Agency C/P1/P2/F	Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY								
Buyer Phone# Fax#	MAURA GILROY		Flight Dates Hiatus Weeks	10/16/	10/16/2012 - 10/22/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938	
LT Ln	Day Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
31		:: 6P NEWS		:30	\$850.00	10/22-10/22	1	1	1	\$850.00	
32		:: SAT 430P NEWS		:30	\$300.00	10/20-10/20	1	1	1	\$300.00	
33	SU 6P-7P Buyline Commen	:: SUN 6P NEWS		:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
34		: ACCESS HOLLYWOOD		:30	\$800.00	10/16-10/19	4	1	4	\$3,200.00	
35		: ACCESS HOLLYWOOD		:30	\$800.00	10/22-10/22	1	1	1	\$800.00	
36	TU-F 730P-8P Buyline Commen	: MILLIONAIRE		:30	\$800.00	10/16-10/19	4	1	4	\$3,200.00	
37	M 730P-8P Buyline Commen	: MILLIONAIRE		:30	\$800.00	10/22-10/22	1	1	1	\$800.00	
38	M 10P-11P Buyline Commen	: CASTLE		:30	\$4,000.00	10/22-10/22	1	1	1	\$4,000.00	
39		: PRIVATGE PRACTICE		:30	\$3,000.00	10/16-10/16	1	1	1	\$3,000.00	
40		: MODERN FAMILY		:30	\$7,500.00	10/17-10/17	1	1	1	\$7,500.00	
41		: GREY'S ANATOMY		:30	\$3,000.00	10/18-10/18	1	1	1	\$3,000.00	

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Station K Advertiser Product Estimate#	KTNV-TV LAS VEGAS, NV ().OBAMA FOR AMERICA BARACK OBAMA 1537		Agency () 3050 K WASHI Agency C/P1/P2/E	Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY								
Buyer Phone# Fax#	MAURA GILROY			Flight Dates Hiatus Weeks	E 95/101/1537 10/16/2012 - 10/22/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
42	F Buyli	9P-10P ine Comment	PRIMETIME LIVE		:30	\$2,500.00	10/19-10/19	1	1	1	\$2,500.00	
43	F Buyli	10P-11P ine Comment	: 20/20		:30	\$3,000.00	10/19-10/19	1	1	1	\$3,000.00	
44	SA Buyli	5P-830P ine Comment	SATURDAY NIGHT FOOT:	BALL	:30	\$1,750.00	10/20-10/20	1	1	1	\$1,750.00	
45	SU Buyli	7P-8P ine Comment	: AMERICA'S FUNNIEST	VIDEOS	:30	\$750.00	10/21-10/21	1	1	1	\$750.00	
46	SU Buyli	9P-10P ine Comment	REVENGE		:30	\$3,250.00	10/21-10/21	1	1	1	\$3,250.00	
47	TU-F Buyli	11P-1135F ine Comment			:30	\$850.00	10/16-10/19	4	1	4	\$3,400.00	
48	M Buyli	11P-1135F			:30	\$850.00	10/22-10/22	1	1	1	\$850.00	
49	SA Buyli	11P-1135F			:30	\$600.00	10/20-10/20	1	1	1	\$600.00	
50	SU Buyli	11P-1135F			:30	\$600.00	10/21-10/21	1	1	1	\$600.00	
51	TU-F Buvli	1135P- 1205A	· NIGHTLINE		:30	\$700.00	10/16-10/19	4	1	4	\$2,800.00	
52	М	1135P- 1205A			:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
	Buyli	ine Comment	NIGHTLINE									

Rep Order# 6862763 Traffic Order# 6862763 **Printed:** 10/11/2012 8:09 AM Ver# Status New 6 of EC'd Yes Last Received:

Showing Buylines: All Lines

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Rep Firm

10/22-10/22

KTNV-TV LAS VEGAS. NV Station Agency) GMMB Advertiser) .OBAMA FOR AMERICA 3050 K ST NW WASHINGTON, DC 20007 **Product** BARACK OBAMA

Program

1537 Agency C/P1/P2/E 95/101/1537 MAURA GILROY

Flight Dates 10/16/2012 - 10/22/2012 **Hiatus Weeks**

:30

Sales Office () PHILADELPHIA) ANJIE BRADY Salesperson (

Salesperson Phone# 215-567-6005 Salesperson FAX# 215-567-5938

1

2

\$400.00

Spots/Week # of Len Rate Dates Total Total Cost Daypart Weeks Spots ____ ----_____ :30 \$200.00 10/16-10/19 8 1 8 \$1,600.00

2

Buyline Comment: JIMMY KIMMEL

Μ 1205A-54 105A

Time

1205A-

105A

Buyline Comment: JIMMY KIMMEL

---REPORT TOTALS---

Estimate#

Ln

53

Buyer

Fax# LT

Phone#

Report Totals: 112 / \$77,075.00

Day

TU-F

---SALES MONTHLY TOTALS---

112 / \$77,075.00 Oct 12: Sales Totals: 112 / \$77,075.00 Station Totals: 112 / \$77,075.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$428,194 KBLR 0% KLAS 25% KSNV 29% KTNV 18% KTUD 1% 19% KVCW 5% KVMY 3% KVVU

\$200.00

--- COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

null Books Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE

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in a Privilege All Lines

Showing Buylines: All Lines

Station KTNV-TV LAS VEGAS, NV Agend Advertiser ().OBAMA FOR AMERICA

Product BARACK OBAMA

Estimate# 1537

Buyer MAURA GILROY

Buyer Phone# Fax# **Agency** () GMMB 3050 K ST NW

WASHINGTON, DC 20007 **Agency C/P1/P2/E** 95/101/1537

Flight Dates 10/16/2012 - 10/22/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY

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Salesperson Phone# 215-567-6005 **Salesperson FAX**# 215-567-5938